ABSTRACT (new)

A thin, planar polymer plastic substrate body forms a curved display for retaining a sheet of paper. An inverted u-shaped slit(24) is cut through the substrate body, and is located in an approximate center of the substrate body where two distal endpoints(22) located at the slit's bottom portion are directioned inwardly and upwardly to prevent tearing of the substrate body. An appendage(28) established by the slit is sized to be smaller in size than the paper which is adapted to be sandwiched between a rearward and concave surface of the substrate body and a frontward and convex surface of the appendage. The paper is more securely retained without tearing of the substrate body when the substrate body is in a laterally curved position(34). A preferred means of retaining the substrate body's curved position is folded tabs(36) which establish apertures(18) for retaining a wire rod leg set(14) for ground insertion or table top use when the leg set is inverted. A user may quickly change paper by pulling the substrate body's upper portion downward and away from the paper retaining appendage(28).